



MITCH D. MCGOVERN  
Key Account Manager

700 Bursa Drive, Suite 705  
Bridgeville, PA 15017  
412-221-2424  
Fax: 412-221-2425

October 16, 1996

To: ROU's 1210, 1310, 1610, 1710, 1810, 2110, 2210, 2310, 2610, 2910, 6210,  
6310, For Distribution to RM's, RR's, & DM's

1729-20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

1730-20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30

1732-20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 40, 41, 42, 44, 45, 46, 47, 48, 49

1733-20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31

1738-20, 23, 25, 28

From: Mitch McGovern/Key Account Manager / 1740

Subject: Revco D.S., Inc. CID # 0102-00-00  
Promotional Calendar - 4th Quarter 1996

Ladies / Gentlemen

Revco D.S., Inc. has authorized the promotions on the attached 4th quarter promotional calendar.

During normal coverage, please assure promotions are being displayed and place POS as noted.

If you should have any questions concerning these promotions, please let me know. Thank you for your assistance with this chain.

Sincerely,

Mitch

M.D. McGovern

attachment

51850 5353

Sales	Retail
1221	1222 23, 25, 26
1222	1223 20, 21, 22, 23, 24, 25, 26, 27, 28
1223	1228 24, 25, 26, 27, 28
1224	1229 30
1225	ROM
1226	PC MC SC PA
1229	
1240	
1244	RSM RBM

# Revco / RJR Promotional Calendar 4th Quarter 1996

OCTOBER	NOVEMBER	DECEMBER
<p><b>ALL STORES</b></p> <p>Salem Price Reduction 30¢ Off Packs \$3.00 Off Cartons</p> <p>10/20/96 - 11/16/96</p> <p><b>DISPLAY</b></p> <p>To be maintained on permanent counter display.</p> <p><b>ADVERTISING</b></p> <p>RJR to place advertising on permanent display.</p> <p><b>OTHER</b></p>	<p><b>ALL STORES</b></p> <p>Brentwood Price Reduction 20¢ Off Packs \$2.00 Off Cartons</p> <p>10/27/96 - 12/28/96</p> <p><b>DISPLAY</b></p> <p><b>ADVERTISING</b></p> <p>Revco to place counter and shelf signage RJR to place starburst advertising at point of sale.</p> <p><b>OTHER</b></p>	<p><b>ALL STORES</b></p> <p>Winston Price Reduction 20¢ Off Packs \$2.00 Off Cartons 11/25/96 - 12/28/96</p> <p>Brentwood Price Reduction Continues</p> <p><b>DISPLAY</b></p> <p>Winston and Doral to be maintained on permanent displays.</p> <p><b>ADVERTISING</b></p> <p>Revco to place counter and shelf signage RJR to place starburst advertising at point of sale.</p> <p><b>OTHER</b></p>

AUTHORIZED BY

Mitch McGovern

RJR Representative

10/2/96

DATE

R. J. Reynolds Tobacco Co. (Confidential)

51850 5354

AUTHORIZED BY

Rich Hunziker

ACCOUNT REPRESENTATIVE

10/2/96

DATE

10/16/96